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Dhruv Grewal, Ph.D. Virginia, Tech is the Toyota Chair in Commerce and Electronic Business and a Professor of Marketing at Babson College. His research and teaching interests focus on direct marketing/e-business, retailing, global marketing, pricing and value-based marketing strategies.

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1. Define a marketing strategy 2. Describe the elements of a marketing plan 3. Analyze a marketing situation using a SWOT analysis 4. Explain how a firm chooses what group(s) to pursue with its marketing efforts 5.

Chapter Two: Developing Marketing Strategies and a ...

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